# Investing in Northern Region's Culture

## Tourism, Culture and Heritage

**News Releases**

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The Nova Scotia government is investing $8,000 in marketing and development plans in the Northern Region as part of its ongoing support for the province's arts and culture industry.

"This investment helps individuals and groups fund special projects that encourage growth in the arts and culture sector in Nova Scotia," said Rodney MacDonald, Minister of Tourism, Culture and Heritage. "Each year, our department invests more than $5 million in cultural programs."

Addy Doucette of Festival Antigonish said an investment of $3,000 will be used to implement a marketing plan targeted at Prince Edward Island.

"We continue to expand into markets outside Nova Scotia," Ms. Doucette said. "This commitment will help us showcase our talent to residents and visitors of P.E.I."

The latest round of investments from the department's Industries Growth Program involves $256,465 for 38 organizations across Nova Scotia. Successful applicants for this program require an evaluation of the achievement of their projects.

The Industries Growth Program provides $450,000 a year to support projects that enhance out-of-province sales of Nova Scotia's cultural products. It also supports the improvement of technical and export capabilities and expands market opportunities and revenues.

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The Nova Scotia government is investing eight thousand dollars in marketing and development plans in the Northern Region as part of the province's Industries Growth Program.

The minister of Tourism, Culture and Heritage, Rodney MacDonald, says the investments help ensure growth in Nova Scotia's arts and culture sector.

Festival Antigonish artistic director Addy Doucette will use

three-thousand dollars to invest in the group's marketing plan that targets audiences in Prince Edward Island.

The latest round of investments will support 38 organizations across Nova Scotia.

Organizations use this support for such activities as marketing, conferences, feasibility studies, business plans, tours, exhibits and stage productions.

The provincial government provides more than five-million dollars in cultural programming for Nova Scotia.

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NOTE: Following are the Northern Region recipients for latest investments through the Industries Growth Program. For a full provincial list contact the Nova Scotia Department of Tourism, Culture and Heritage.

Festival Antigonish: $3,000
-- to implement a marketing plan targeted at Prince Edward Island

St. Francis Xavier University Enterprise Development Centre: $5,000
-- to deliver the St.FX business of music course in Sydney

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